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WARD Horticultural Co.

109 West Cedar Avenue

WEBSTER GROVES, MO.

Trade List 1941

Our nationally known green plants are produced from basal shoots, grown cool, without coddling, in 3½ inch pots. Shipped by Express only, in open boxes, they arrive as fresh as when packed. We do not send yellow, lanky plants by parcel post.

No plants from wherever obtained, at any price, equal in vigor and health those sent out by us.

TERMS: Cash with order. No C.O.D. orders. Orders under \$3.00 not desired.

Roots can be shipped by parcel post. All orders for roots under \$5.00 must add 25c for postage.

ROOT DIVISIONS

Joyce Louise, 50c each.

Becky Thatcher, our live, pink, cut flower variety. We cut thousands of this beautiful flower for the St. Louis flower trade last year. 25c each, \$20.00 per 100.

Harlequin and Mrs. Jasper Blackburn, \$1.00 each.

All our plants have been treated with Thiamin Chloride (Vitamin B1).

LIST OF GREEN PLANTS

Our object is to send out a few of the newer varieties each season, many of which are offered at the request of old customers.

Ready May 1st, to June 30th.

\$1.00 each. Evelyn Chandler, Gillman's Beauty, Mrs. Helen Goetzger, Pink Giant, Purple Lady.

\$.75 each. Mother's Day, San Francisco.

\$.50 each. Alice May, Amigo, Cornell, Everybody's Favorite, George Wallace, Gertrude Lawrence, Glamour, Harlequin, Mayor Frank Otis, Mrs. Jasper Blackburn, Nagel's Giant, Rita Wells.

\$.35 each. Brilliant Lady, Burch Foraker, Carl Dahl, Cherokee Brave, Discovery, Freda George, Kentucky Sportsman, Mad River Chief, Mildred Pote, Pink Grand, Pres. Ed. Benes, R. L. Ripley, Sunrays, Winsome, Your Lucky Star.

\$.25 each. Adolf Mayer, Joyce Louise, Rudolf's Giant, Volcano.

Stocks of some varieties will be very limited. Preference given to first orders.

We do not substitute without permission.

Pink Giant is unquestionably the finest pink dahlia ever produced. Very deep rose, without a trace of purple. Tall grower, with excellent stems. Informal decorative, blooms 10-12 inches. Many growers regard this introduction from Holland as the best dahlia ever produced.

Gillman's Beauty. Formal pink from Australia. Very fine.

Purple Lady is the best purple we have ever seen. Semi cactus. Stock very limited.

San Francisco. One of the largest flowers ever produced.

Cornell is a beautiful bicolor—garnet red, tipped white.

Harlequin—introduced by us, is a very floriferous informal decorative bicolor, of perfect form. Produces 10 inch flowers on excellent stems. Color—bright yellow, very strongly striped, flaked and spotted bright red. In bloom for us from mid July to frost. We received more orders for this variety at the St. Louis Dahlia Show in 1940 than for any others. Quite unique.

Mrs. Jasper Blackburn—another of ours. Most floriferous, informal decorative, 10 inch flowers. Color indescribable, but perhaps best indicated by brilliant sunset glow, having many shadings of Sonny Boy, of which it is a seedling. Exceptionally lively and bright.

Amigo—a good formal white decorative, 9-10 inch flowers on excellent stems. Most floriferous.

A FEW BOUQUETS

Barbourville, Ky., May 23rd, 1941.

"The plants I received from you were the nicest I have ever seen."

Pulaski, Tenn. June 3rd, 1940

"Plants received. They are very nice and I am well pleased with them."

Springfield, Ill. May 10th, 1940.

"I had marvelous success with the plants you sent me last year."

Arcadia, Wis., May 27th, 1940.

"Your plants are the best we ever get."

The Heights, Mich.

April 25th, 1940.

"I still maintain your plants, and method of shipping, have anything stopped I have seen elsewhere."

Toledo, Ohio, April 8th, 1940.

"Your plants were fine last year."

Monroe, Mich., May 7th, 1940.

"The plants I got from you last year did real well."

Brewster, N. Y., May 9th, 1940

"I have always done well with your plants."